



November 9, 2011

Shoshana M. Grove  
Secretary  
Postal Regulatory Commission  
901 New York Avenue, NW, Suite 200  
Washington, DC 20268-0001

Re: Docket No. MT2011 - 3

In accordance with Commission Order No. 687, issued March 1, 2011 in Docket No. MT2011-3, the Postal Service presents its data collection report for Quarter 4 of FY 2011 on the market test for Every Door Direct Mail -Retail (EDDM-R).

The following information is provided pursuant to the Commission's request for EDDM-R data (Order No. 687 at 12-13)

- The total number of customers that used EDDM-R:
  - 6,685 customers used EDDM-R between July 1, 2011 and September 30, 2011.
- The total number of customers that used a different postal product or postal service for marketing in the 90 days prior to mailing EDDM-R:
  - 856 customers used a different postal product or postal service for marketing in the 90 days prior to using EDDM-R.
- The total volume of EDDM-R sent, in aggregate and by delivery unit:
  - The aggregate volume of EDDM-R between July 1, 2011 and September 30, 2011 was 28,098,208 pieces. The volume of EDDM-R by delivery unit is listed in detail in the workbook filed in conjunction with this report.
- The average size of the mailing:
  - The average mailing size between July 1, 2011 and September 30, 2011 was 1,880 pieces.
- The proportion of total EDDM-R mail entered by day:
  - The proportion of the total EDDM-R mail entered by day between July 1, 2011 and September 30, 2011 is shown in the table below:

Day of the Week	Proportion of Total EDDMR Volume
Monday	15.0%
Tuesday	20.2%
Wednesday	23.0%
Thursday	21.4%
Friday	17.7%
Saturday	2.8%
<b>Total</b>	<b>100%</b>

#### **COMMISSION-REQUESTED DATA**

The workbook (filed in conjunction with this report) "PRC EDDMR Data FY11Q4.xls" includes the summary and detailed data requested by the Commission, including transactions in aggregate and by delivery unit from July 1, 2011 to September 30, 2011. Delivery Unit identifications are masked with generic identification numbers in the aforementioned file.

Sincerely,

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Attorney